

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-20 (canceled)

Claim 21 (new): A navigation system comprising:

    a database that includes data identifying locations of roadside signs and associated information about said roadside signs, wherein said associated information includes at least one of: commercial information, historical information and translation of text of the roadside sign into a language other than the language of the roadside sign;

    programming that determines a location of a vehicle;

    programming that uses said database to identify at least one roadside sign close to said location of said vehicle; and

    a user interface that provides to a user of said navigation system said associated information from said database about the at least one roadside sign.

Claim 22 (new): The navigation system of Claim 21 wherein said user interface further comprises:

    a help button accessible to the user by which the user can request the navigation system to provide additional information about roadside signs.

Claim 23 (new): The navigation system of Claim 21 wherein the roadside sign is a sign that has just been passed by the vehicle.

Claim 24 (new): The navigation system of Claim 21 wherein the additional information is provided to the user audibly.

Claim 25 (new): The navigation system of Claim 21 wherein the associated information is provided automatically.

**Claim 26 (new):** The navigation system of Claim 21 wherein said associated information provided to the user meets a filter criterion.

**Claim 27 (new):** The navigation system of Claim 26 wherein the filtering criterion relates to a subject matter of the roadside sign.

**Claim 28 (new):** A mobile computing platform comprising:

    a help button accessible to a user by which the user can request the computing platform to provide information about at least one sign in a vicinity of a current position of the computing platform;

    programming that accesses a database that includes information about signs and locations of said signs to identify said sign in the vicinity of the computing platform; and

    a user interface that provides the user with the information about said sign in the vicinity of the computing platform.

**Claim 29 (new):** The computing platform of Claim 28 wherein the information about the sign includes at least one of: commercial information, historical information and translation of text of the sign into a language other than the language of the sign.

**Claim 30 (new):** The computing platform of Claim 28 wherein the information is provided to the user audibly.

**Claim 31 (new):** The computing platform of Claim 28 wherein the information is provided to the user on a display.

**Claim 32 (new):** The computing platform of Claim 28 wherein the information provided to the user meets a filter criterion.

**Claim 33 (new):** The computing platform of Claim 32 wherein the filtering criterion relates to a subject matter of the sign.

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**Claim 34 (new):** The computing platform of Claim 28 wherein said database is remotely located.

**Claim 35 (new):** A mobile computing platform comprising:

programming that accesses a database that includes information about signs and locations of said signs to identify at least one sign in a vicinity of a current position of the computing platform; and

a user interface that provides the user with the information about the sign in the vicinity of the computing platform if a specified filter criterion is satisfied, wherein said filter criterion relates to commercial information.

**Claim 36 (new):** The mobile computing platform of Claim 35 wherein said filtering criterion is a business chain.

**Claim 37 (new):** The mobile computing platform of Claim 35 wherein said filtering criterion is a user specified preference.

**Claim 38 (new):** The mobile computing platform of Claim 35 wherein the information is provided automatically.

**Claim 39 (new):** The mobile computing platform of Claim 35 wherein the database is remotely located.